

## Message Text

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15

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /015 W

----- 061569

R 130930Z AUG 74 ZFG

FM AMEMBASSY KUALA LUMPUR

TO SECSTATE WASHDC 7708

INFO USDOC WASHDC

AMEMBASSY MANILA

AMEMBASSY SINGAPORE

UNCLAS KUALA LUMPUR 3844

EO 11652: N/A

TAGS: BEXP, MY

SUBJ: ANALYTICAL AND LABORATORY INSTRUMENTS CATALOG SHOW

REF: STATE A-9166 SEPTEMBER 9, 1972

FOLLOWING DATA ON SUBJECT SHOW AS REQUIRED BY REPAIR:

1. NAME OF EXHIBITION: ANALYTICAL AND LABORATORY INSTRUMENTS  
CATALOG EXHIBITION.

2. PLACE AND DATES OF EXHIBITION: FEDERAL HOTEL, KUALA  
LUMPUR, AUGUST 5-8, 1974.

3. NUMBER OF FIRMS SUPPLYING CATALOGS: 148

4. NUMBER OF VISITORS:

A. REGISTERED: 102

B. TOTAL : 290

5. NUMBER OF TRADE INQUIRIES DEVELOPED (CATALOGS REQUESTED):  
1,144.

6. NUMBER OF EXHIBITING FIRMS RECEIVING TRADE INQUIRES: 146

7. COMMENTS: RESPONSE TO SHOW WAS MUCH HIGHER THAN  
ANTICIPATED, ALTHOUGH MORE THAN 300 INVITATIONS SENT OUT,  
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NEWSPAPER ADVERTISING AND PRESS INTERVIEWS BROUGHT IN

DOCTORS AND LAB TECHNICIANS UNREACHABLE THROUGH OTHER MEANS. COMMENTS BY PROFESSIONALS ATTENDING SHOW HIGHLY COMPLEMENTARY, BOTH FOR VARIETY AND QUALITY OF CATALOGS. EMBASSY HIGHLY PLEASED BY ATTENDANCE AND REACTION; SOME VISITORS RETURNING FOR SECOND OR THIRD TIME.

8. WE AGREE WITH SENTIMENTS OF SINGAPORE'S 3216 THAT A TECHNICALLY ORIENTED INDUSTRY REPRESENTATIVE WOULD HAVE BEEN MORE SUITABLE. APPOINTMENTS SET UP IN ADVANCE FOR MR. DAVIS EVERY 30 MINUTES FOR DURATION SHOW TENDED TO BE SHORT INTERVIEWS. ALSO BELIEVE PRESENTATION THIS TARGET AUDIENCE; WE DISCOUNTED SHOWING IT THIRD DAY SINCE VISITORS QUESTIONED ITS VALUE. AS FILLER WOULD HAVE BEEN FINE, BUT INVITEES EXPECTED SOMETHING SUBSTANTIVE ON INSTRUMENTS.

8.A. THROUGH WASHINGTON ERROR FLIGHT SCHEDULING, DAVIS HAD TO LEAVE KUALA LUMPUR MORNING AUGUST 8 BEFORE CONCLUSION SHOW, LEAVING EMBASSY STAFF FIELD VISITORS QUESTIONS. SHOW HELD OPEN EXTRA HOUR AUGUST 8 DUE FLOOD LAST MINUTE VISITORS, SOME WANTING SEE INDUSTRIAL SPECIALIST. BUT ALL IN ALL, VERY SUCCESSFUL, SATISFYING EXHIBITION.  
UNDERHILL

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 13 AUG 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Errors:** N/A  
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**Review Transfer Date:**  
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**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** ANALYTICAL AND LABORATORY INSTRUMENTS CATALOG SHOW  
**TAGS:** BEXP, MY  
**To:** STATE  
**Type:** TE  
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